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TO: Examiner Mussa A. Shaawat - Group Art Unit 3627 - U.S.P.T.O.

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Application No.: 09/935,774

Inventor(s): Ronald Gary Godsey

Filed: August 22, 2001

Docket No.: 8231

Confirmation No.: 8938

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Donita Konrad (Signature)

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- 1) Amendment After Non-Final Office Action with attachment (22 pgs.)
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/935,774
Filing Date : 08/22/2001
1st Named Inventor : Ronald Gary Godsey
Atty Docket No. : 8231
Confirmation No. : 8938
Examiner : Mussa A. Shaawat
Art Unit : 3627
Mail Date : 07/20/2007
Applicant : The Procter & Gamble Company
Customer No. : 27752
Title : System and Methods of Tracking Consumers in a Store
Environment

AMENDMENT AFTER NON-FINAL OFFICE ACTION UNDER 37 CFR §1.111

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

INTRODUCTORY REMARKS

In response to the Office Action of July 20, 2007, please amend the above-identified application as follows and consider the following remarks and reconsider the application. Please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 11 of this paper.